

Irby/Finance Committee Meeting

Tuesday, July 15, 2014

Revised minutes per recommended changes by LSM Board on August 11, 2014

The Irby/Finance Committee met on July 15, 2014 at 10:00 AM at the Old U.S. Mint.

Members present: Madlyn B. Bagneris; Robert A. Barnett; Michael M. Davis; Janet V. Haedicke, Ph.D.; Lawrence N. Powell, Ph.D.; and Diane K. Zink

Staff present: Yvette Cuccia, Marvin McGraw, Mark Tullos, Celestine Washington and Robert E. Wheat

Also present: Jacques Berry, DCRT Communications Manager; Scott Couvillon, Trumpet Marketing point person; Charles R. “Randy” Davis; Cami Geisman, Assistant to Jacques Berry

A quorum was present.

1. Call to Order

Mr. Barnett called the meeting to order.

2. Motion to Adopt the Agenda

Motion by Ms. Bagneris, seconded by Ms. Zink, to adopt the agenda. All in favor.

3. Motion to Amend the Agenda to Move an Item Forward

Motion by Ms. Bagneris to move up Marketing Proposal by Trumpet (to accommodate time constraints for visitors & staff), second by Ms. Zink. Request for public comment. None. Motion passed. All in favor.

4. **Trumpet marketing proposal**

Mr. Barnett summarized a meeting of the June 24, 2014 Ad Hoc Marketing Committee where members had preliminarily met with Mr. Couvillon of Trumpet, Mr. R. Davis and others from CRT. In that meeting, the Committee had discussed the general scope of Trumpet’s current contract with CRT, the determination of how the budget was determined, and Trumpet’s proposed agreement with Irby. It had been requested that Trumpet detail or describe its services and how its fee had been determined. Additionally, Mr. Barnett related the concerns of the Committee that the current state of the LSM web page was not effective, interactive nor easily navigable and that branding was of utmost importance. Mr. Couvillon expressed that by using current web-based technologies and a more effective site design, Trumpet could not only piggy-back and coordinate with CRT, but that costs & fees could be saved and that Trumpet could develop a brand for the entire LSM system to achieve a more user-friendly web page.

Mr. Barnett also asked about the use of different platforms for ease of use. Mr. Couvillion promised to utilize the latest web-based technology to create a web site that is user friendly, simple to use, provides detailed information about our Museum and its offerings, and that it would be easy to add or modify content. He assured Irby that the finished web site will allow LSM staff to easily manipulate the layout and content in order to allow for changes. He also emphasized that all software and licensing requirements will be included as part of Trumpet's scope and that the LSM will own all rights. There was a brief discussion of hosting of both the web site and database which collects and tracks site visitor information to include pages visited and Visitor trends. Mr. Couvillion briefly highlighted Trumpet's staff and other clientele and other web site/branding experiences. Mr. Couvillion discussed his proposed timeframe for completion of the project and Trumpet's project management methodology.

Mr. Tullos said that LSM is trying to get a marketing agenda in place, which has not happened for a very long time. There is also a weak digital presence.

Mr. McGraw spoke to the Committee. The proposed \$60,000 includes a web design, as well as marketing for branding and social media. Mr. McGraw said when he joined the LSM, he approached Cami Geisman and Jacques Berry about getting a marketing proposal through DCRT's existing clients, one of which is Trumpet. Mr. McGraw feels this is a groundbreaking event for LSM. He went through the same thing when he was with LSU Health, including new branding, and they paid \$50,000 for the brand alone. Mr. M. Davis asked about payment terms and how that schedule will proceed. Mr. R. Davis said that DCRT has an existing contract with Trumpet and they use a task order process. Trumpet will be paid as each task is done. The total amount cannot exceed \$60,000 as those are the terms. The work will be scrutinized before each payment.

Mr. Barnett asked if Trumpet could get paid in phases, so that the Irby Committee could review each phase. Mr. R. Davis replied that it may all be happening simultaneously and final approval will be given by the Lt. Governor. Therefore, Mr. R. Davis did not feel it would be necessary to get approval before each phase. He said staff in both Baton Rouge and New Orleans will be given progress reports, which they will then communicate to the Irby/Finance Committee and LSM Board. Mr. R. Davis said he trusts that both the Baton Rouge and New Orleans LSM staff will be able to handle the review and approval as each phase is started.

Mr. M. Davis requested regular updates by Mr. McGraw at each meeting.

Mr. R. Davis asked Mr. Couvillion to discuss an overview of the marketing project in light of Trumpet's relationship with CRT. Mr. Couvillion said he has worked with the Lt. Governor's office before and is currently involved in a project with the Louisiana Seafood Board (which is under DCRT) as well so he works well with Jay Dardenne. This contract is identical in scope to one they just finished with an international group for \$200,000. The rate that LSM is receiving is a greatly reduced rate.

Mr. Couvillion explained the three elements to this proposal: branding design, web development and digital marketing. The web presence is not a good one at the present time, he feels. Other multi-property models like the Smithsonian or the National Park Service are good examples of how to

meet such challenges. The LSM has good content, but it is too widely spread out and doesn't focus on getting any one person through the door. Trumpet will not change any content.

The digital marketing will have analytics built into it to see how many visitors are interested in what property. They can then look at attendance and the website together for correlations.

The brand design and web are integrated within the flat fee, and there are budget allocations for deliverables. They can't really break it down. Trumpet will bill in arrears each month for time served.

Mr. R. Davis said he has discussed all of these details with Trumpet and agrees with his assessment.

Mr. Barnett again wanted to make sure that copyright and ownership issues are taken care of in that LSM owns everything. Mr. R. Davis said that is already taken care of in the existing contract. Mr. Barnett asked if the website allow people to donate online? Mr. Couvillon said yes, if that is what we want, but Mr. McGraw pointed out that we have to work within state law. Mr. Tullos said we will build on this platform and work through state laws with DCRT Counsel Julia George Moore, but we first need the platform as a tourism website. Right now we can't get into too much detail of online donations and ticketing. The goal is to have much of the website work done by January, 2015. Mr. Couvillon does not wish to use Wordpress, which is a limited blog. Mr. McGraw said that the analytical component will be helpful for us to see the data on who is visiting and what their main interests are.

Finally, Mr. R. Davis assured the Committee that each company was fully vetted and DCRT has reviewed specific requirements, including ownership of the product. An update will be given at each meeting or at least regularly written updates will be sent.

Ms. Bagneris MOVED for approval of an Agreement with Trumpet, seconded by Dr. Powell, to approve \$60,000 for Trumpet to do a marketing proposal for the Louisiana State Museum. Request for public comment. None. Motion was **unanimously approved**.

5. Irby/Finance Committee minutes

The Irby/Finance Committee minutes from May 12, 2014 were distributed in advance for the Committee's review. Ms. Bagneris MOVED, seconded by Dr. Powell, to approve the May 12, 2014 minutes. Request for public comment. None. Motion was **unanimously approved**.

6. Financial Report

LSM is in process of putting together the Irby budget for fiscal year 2014-15. It is currently being reviewed by members of the LSM staff and should be ready for full review at the August, 2014 meeting. No other report or action taken.

7. New business

Mr. M. Davis said he was advised that the Lower Pontalba roofing project is coming up. Mr. Wheat confirmed and said there is a \$700,000 re-roofing project which should eliminate future leaks. It will begin within a few months. The entire front of the Lower Pontalba building will have scaffolding. Mr. Tullos and Mr. McGraw will create signage to inform tourists of what is happening. There may be a limited walking area. In addition, all doors will be repainted and any deteriorated wood will be

replaced. There will be a plywood barrier and chain link fencing to prevent people from climbing on to scaffolding. Mr. Tullos and Mr. McGraw will also send out a press release with full information to The French Market Corp. and the Vieux Carré Commission, as well as both the commercial and residential tenants. Mr. R. Davis said he would like to see a town hall type meeting in advance of the project for all tenants so they are fully informed.

Right now, the timeline for the Pontalba re-roofing is approximately 60 days out. Mr. M. Davis would hate to see tenants wanting their rent lowered or percentages go down during the process. Mr. R. Davis said the roof needs replacing and inconveniences may occur. Mr. Tullos and Mr. McGraw are working on a seasonal promotion for the holidays for the tenants to boost sales. Ms. Bagneris suggested LSM go to the press about the project in advance. Mr. Barnett suggested LSM ask for a late fee with the contractor if they go over their specified time, to which Mr. R. Davis replied that the contract is already in place. Mr. Wheat also pointed out that there are rain delays and holiday delays. Mr. R. Davis said if anyone has specific concerns, they can send an e-mail to Mr. Wheat, Mr. Tullos or Mr. McGraw.

8. Old business

(a) Stanley

Mr. M. Davis asked for an update on Stanley. Mr. R. Davis advised they filed for reorganization bankruptcy and DCRT has an attorney monitoring the situation. There is a court date with creditors coming up shortly. Stanley is currently behind on June, 2014 rent and May, 2014 overages. Ms. Mack said she has already gotten calls from people interested in the space, should things not work out.

(b) Violet's and Photo Works

Dr. Powell asked about the bidding status of the commercial tenants at 808 Chartres Street. Mr. Wheat said LSM has to re-advertise the Violet's space and Photo Works' lease expires soon so, they will both be advertised for bid in October, 2014.

9. Adjournment

By Motion of Ms. Bagneris, second by Ms. Zink, the meeting adjourned at 11:10am.